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NEWS RELEASE

May 19, 2009

Contact: Geoff Sutton, project manager, Montana World Trade Center, 406-243-6982, geoff@mwtc.org.

UM HOSTS MARKETING WORKSHOP FOR MONTANA ARTISTS

MISSOULA –

The Montana World Trade Center will host a marketing workshop for artists on The University of Montana campus in June. The Marketing for Artists Workshop will be held from 9 a.m. to 4:30 p.m. Saturday, June 20, in Gallagher Business Building Room 123. The event costs \$50, which includes lunch.

The workshop will focus on the business resources available to artists and will include a panel discussion by successful Montana artists who will share their experiences. The workshop is designed to help artists enhance their marketing efforts.

Nationally renowned artist Dana Boussard will give the opening remarks and provide insights from her career in the arts. Other topics and speakers include:

- **Entrepreneurship resources for business plans** – Michael Braun, UM School of Business Administration.
- **Web site development and online selling opportunities for artists** – Nicole Hagerman, Montana World Trade Center; Chris Johnson, Cynergy Advertising.
- **Micro-business development** – Marilyn Besich, Montana State University–Great Falls College of Technology.
- **Opportunities and support available from the Montana Department of Commerce** – Lonnie Stimac and Sara Warren, Montana Department of Commerce; Amita Patel, Montana Community Development Corporation.

- **Career opportunities in the museum and nonprofit industries** – Steve Glueckert and John Calsbeck, Missoula Museum of Art; Kay Grissom-Kiely, Montana Museum of Art and Culture.
- **Successful artists panel** – Stephanie Frostad, Claire Emery, Leslie Stavern-Millar and Barbara Karst.

For more information or to register for the workshop, call MWTC Project Manager Geoff Sutton at 406-243-6982.

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